“Preflight Your Ideas!”

“Everything I need to know, I can find on the Internet!” There is undoubtedly some truth in that statement. Just as you could also say, “I can find everything I need to know in the library.” The missing link in both assessments is the other side of the coin – your time!

A veteran jeweler once observed that we attend conventions and seminars because they are a coming together of ideas and opinions. Sitting alone with your computer or a how-to book, or even at a seminar, is a commendable starting point, but it is still just a starting point. Doesn’t it make sense to think out loud with people who have some idea of the challenges you face as a jeweler store owner or a sales associate?

On Sunday, October 4 one of the brightest and most articulate sales trainers in the nation, Aaron Davis, will be presenting a seminar just down the road in Lake Ozark. He will share his experiences and thoughts on how anyone involved in selling jewelry can utilize their time, their contacts and their interests outside of the store to build a personal following. Aaron will give you a notebook full of worthwhile ideas, but to avoid your notebook becoming an other dust collector, pick a couple of his concepts and ask the jewelers at your lunch table if they had ever tried the suggestions. And, throw a few out to some of your friends at home. Whatever you do, never overlook the fact that collecting information is a like spring training for a baseball team – it is a tool to help you be ready for the real season.

At the 2014 JEC Aaron told almost 200 jewelers that, “There is something encouraging about being surrounded by a very large group of like-minded people. A very diverse group of people certainly, but a group with a singular focus.” He had just spent more than half an hour giving those jewelers ideas, but he recognized the value of rubbing elbows and exchanging thoughts with people who “have walked in your shoes.”

Aaron’s Sunday seminar “Selling Knows No Season!” will be a great investment of your time and dollars, but don’t forget to bring your partners from the store and home to the fun side of the weekend. Golfers of all levels always have a ball at the annual “Scramble For Fun” golf tournament on Saturday morning, and the Saturday evening banquet and gala will take you back to your school days with a sock hop and funny photo booth.

“Showing Off Is Okay!”

Your mom may have told you not to be a show off – but times have changed! Just as the shrinking violet goes unnoticed, a fantastic designer of fine jewelry will succeed only when he/she proudly steps forward and shows off their talent by putting their designs in the spotlight.

And what better way to find your spotlight than by entering one, two or even three of your creative masterpieces in MJA’s annual jewelry design contest? You know you’re good, so show off time is NOW. Look on pages 4 and 5 you will find the simple rules for the contest and an entry form.

Missouri jewelers have long been among the best in the nation in designing and creating beautiful jewelry, and one entry in this year’s contest will be selected to represent Missouri in JA’s National Design Contest. So show mom that you are the best, and show Missouri’s jewelers your talent by making sure you enter this contest of talent and skill!

Crews Jewelry in Grandview has an opening for a second bench jeweler. Anyone interested or if you would like to make a referral of someone, please contact:

Carolyn at (816) 763-9415
OR
Email: Carolyn@crewsjewelry.com

Kennedy’s Jewelers in Blue Springs has an opening for a bench jeweler.

Contact:
Trisha at (816) 229-0505
From The Desk of The President

“Time Is The Most Valuable Thing You Can Spend!”

The summer months seem to drag by for jewelers, April weddings, Mother’s Day, and graduation events are behind us now. Customers trickle in sporadically and we have more down time on our hands than at any point in the year. We may take some time away for vacation while many of our vendors close down for re-tooling. How are we using this time of the year?

Our kids are out of school and we try anything and everything to get them away from spending the summer with Facebook, Netflix and Xbox. We try to get them out of the house; maybe to camp, maybe to dance or sports practices. Perhaps they are even taking summer school. Your kids might just be as idle as you are right now. We don’t want them to just sit on the couch and vegetate. We strive to find ways to keep them active.

So should we. Maybe we should go to a summer camp! We send our kids to camp to try new things, but we should do the same. How about summer school? Jewelry schools and seminars are out there waiting for new students. Stuller, InStore, AGS, Platinum Guild websites, and many others have their educational sessions archived to view at your convenience.

Have you gotten out to any local Chamber of Commerce functions lately? You remember-- the ones you were too busy to attend in the spring? We just never know where the next client will come from. If they won’t come to us, perhaps we should go to them. If you joined us at our spring seminar this is the perfect time to brush up on the referral skills Brennan Scanlon taught us. Our store personally tapped into a group of ladies all passionate about pearls. One referral led to several more, all from simply asking.

Don’t forget to mark your calendars for the first weekend in October to join us for your convention. Aaron Davis will be our primary speaker and will impress on us how to have a champion’s attitude. He has a message and enthusiasm that truly resonates. If you attended the last JEC, we got just a small sample of what he has to offer.

We could always raid our stone boxes during this summer slow time. Get some creativity flowing and get some new ideas for your inventory. AND-- a friendly reminder-- dust off that bench for our design competition for the convention in October. You’ll find the simple rules and an entry form on pages 4 and 5.

Charles Wallace
Charles Wallace
Missouri Jewelers Association

The suppliers have generously supported our association. Please express your appreciation by supporting them. If you are interested in advertising in the 2015 MJA newsletter, space is available for your business card size ad-- for only $125 a year. Send your business card as soon as possible.
2015 MJA JEWELRY DESIGN CONTEST RULES

Qualification Section
1. All stores sponsoring contest entries must be current MJA members in good standing.
2. Each Member Store is Limited to THREE entries. (One entry per category). Stores with multiple locations are considered as one member store.
3. Each contestant or bona fide store representative must attend the convention to be eligible for an award.
4. The two categories are broken down in the following manner:
   Professional – Any person professionally employed in the jewelry industry and currently employed by an MJA member store in good standing.
   Apprentice Jeweler - Any person employed in the jewelry industry as a bench jeweler for at least six months but no longer than three years, currently employed by an MJA member store in good standing. (Cost of materials must be less than $500) NOTE: If a student or apprentice wishes to enter a piece exceeding this amount, they must enter as a designer in the professional category.

Production/Fabrication Section
1. All entries must be the designer’s own original concept and must be produced within 18 months of the competition deadline. Entries can never before have been entered in an MJA competition. All entries must be produced by the member store. However, with the exception of the Apprentice Jeweler, more than one person may be involved in the work. Apprentice Jewelers must design and produce their pieces.
2. OTHER THAN CASTING, AND WAX CARVING, OUTSIDE CONTRACT LABOR MAY NOT BE USED IN ANY CATEGORY. However, for the Apprentice Jeweler Category, only casting is acceptable outside labor.
3. Commercial findings such as heads and prong settings may be used to set gemstones, but commercially made ornamental elements and ring shanks may not be used. A design composed of primarily commercially made parts does not qualify as an original design.
4. For insurance purposes, the cost of materials must be provided.

Entry Terms and Conditions Section
1. ALL ENTRIES & FORM MUST BE RECEIVED BY SEPTEMBER 23 at: Glenn Betz & Assoc. Jewelers - Crowne Plaza of Des Peres 11776 Manchester Rd - Des Peres, MO 63131 - Attn: David or Craig Betz. They can be shipped or delivered in person.
2. The entrant must insure each piece entered while in the possession of the MJA.
3. The MJA Jewelry Design Contest Committee reserves the right to disqualify any entrant that does not meet these guidelines, and will be the final arbiter in any dispute.

IF YOU HAVE ANY QUESTIONS CONCERNING THE INTERPRETATION OF THESE RULES PLEASE CONTACT DAVID OR CRAIG BETZ at (314) 984-0040 PRIOR TO ENTERING THE COMPETITION.

“Clippinger Insurance Agency Named to President’s Club for Excellence in Jewelers Block Expertise”

The week of June 16, 2015, Jewelers Mutual Insurance Company recognized Clippinger Insurance Agency as one of its top agencies for their expertise in jewelers block insurance in recognition of their efforts to serve Jewelers Mutual's commercial lines policyholders. The award was presented during the company’s National Sales Conference which draws agents from throughout the United States and Canada.

"Each year, we recognize our top agents for the outstanding service they provide our policyholder members,” said Jewelers Mutual President and CEO, Scott Murphy. “Jewelers Mutual agents like Clippinger Insurance Agency are vital to our business, and most of all, they’re trusted by our jewelers. They are experienced, knowledgeable and committed to the jewelry industry we serve.”
2015 MJA JEWELRY DESIGN CONTEST ENTRY FORM

AWARDS WILL BE GIVEN ONLY FOR THE FOLLOWING:

- Overall Best of Show Entries
- Craftsmanship
- People’s Choice

EACH PIECE SHALL HAVE ITS OWN ENTRY FORM

If You Are Entering More Than One Piece, Please Make Copies Of This Form

Category Definitions: Any person professionally employed in the jewelry industry and currently employed by a state member store in good standing

Previous entries in MJA competitions are not allowed to be entered

Cost: $25 per entry – 3 pieces per registered store

DESIGNER NAME: _____________________________________________________________

STORE NAME: _______________________________________________________________

ADDRESS: ___________________________________________________________________

CITY/STATE/ZIP: ______________________________________________________________

PHONE: ____________________ FAX: ____________________

EMAIL: ___________________________ CELL: ____________________________

DESCRIPTION: ______________________________________________________________

___________________________________________________________________________

___________________________________________________________________________

COST VALUE: $______________________________

Pieces & this form may be mailed by September 23 to
Glenn Betz & Assoc. Jewelers - Crowne Plaza of Des Peres - 11776 Manchester Road
Des Peres, MO - 63131 - Attention: David or Craig Betz

OR

Bring to MJA Convention by 4:00 pm, Friday, October 2, 2015

Missouri Jewelers Association - MJA - P.O. Box 70027 - Shawnee Mission, KS - 66207
Telephone (800) 786-7859 - (913) 661-0064  Fax (913) 661-9939  Email: sjblair38@kc.rr.com
www.missourijewelers.org
2015 Midwest Calendar of Events

MISSOURI JEWELERS ASSOCIATION

Leadership Conference & Convention
October 2-4, 2015
Camden On The Lake - Lake Ozark, MO

NEBRASKA/SOUTH DAKOTA JEWELERS ASSOCIATION

Leadership Conference & Convention
August 14-16, 2015
Holiday Inn - Kearney, NE

OKLAHOMA JEWELERS ASSOCIATION

Spring Seminar
April 18-19, 2015
Embassy Suites Hotel - Oklahoma City, OK

Leadership Conference & Convention
August 7-9, 2015
Skirvin Hotel - Oklahoma City, OK